# NOTICE OF DECISION UNDER REGULATION 32
# FILM POSTERS

# VIDEO CASSETTE CASE

TO: The Film and Video Labelling Body Inc.
PO Box 2627
Ponsonby
Auckland

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

No Mercy

is **Not Approved.**

if approval refused, the reasons for the decision:

The video cassette case features a close focus image of a woman's splayed genitals. The woman is in an upended position. Her anus is being digitally penetrated and her genitals splayed. The effect of this image is to reduce the woman to a set of genitals thereby degrading and dehumanising her (and women in general) to a strong degree. Surrounding images of a woman on her hands and knees with a ball gag in her mouth, a man penetrating a woman's anus with his penis, and a woman posing for the viewer with a penis in her mouth add to the degrading and dehumanising tone of the publication. Exacerbating the degrading and dehumanising representation of women is the medium and purpose of the publication, namely advertising material directed towards a predominantly male audience.

In view of the degree to which the video cassette case degrades and dehumanises women, the Classification Office finds that the availability of the video cassette case is likely to be injurious to the public good. Consequently, the video cassette case would be likely to be classified as objectionable if it were submitted for classification. Therefore in accordance with regulation 28(3)(a) the video cassette case is not approved. Referring to New Zealand Bill of Rights Act 1990 considerations, the Classification Office considers that the limit on freedom of expression resulting from this non-approval is reasonable and demonstrably justified.

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Date: 11 November 1999

For the Classification Office (signed):

OFLC Ref: 9902076